

MORE AND GREATER REDUCTIONS FOR THE SECOND WEEK OF

AUERBACH'S THIS IS FOR YOUR EYES TO READ MAMMOTH CLEARING SALE

WITH PRICES WRECKED ALL OVER THE HOUSE

It Continues Tomorrow Morning.

With More Energy and Vigor.

The Bargain Event has Blazed a Trail Through the Tangled Maze of Competition Clear to the Homes of all People.

Sale Bargains that Are Bargains. The whole Town Astounded. Competition Amazed.

If last week, the first of the Mammoth Clearing Sale was a hot one, this, the second week, will be a much hotter one—for we are determined to wind up this sale in a perfect blaze of glory. Every day this week we will crowd this store with the most magnificent offerings of the entire sale. Every gap made by last week's heavy selling has been filled in and fortified by more attractive values than heretofore. SUMMER GOODS ARE NOW ALMOST GIVEN AWAY. DEEPER AND DEEPER HAS THE RUTHLESS KNIFE OF REDUCTION BEEN SUNK IN THE VERY VITALS OF PRICE AND THE CROWDS WILL GROW GREATER IN PROPORTION TO THE GREAT VALUES. The prices named for this week do not, in the majority of cases, begin to cover the cost of production.

Children's Dresses

YOU CAN BUY THIS WEEK THE VERY BEST STYLES AT ABOUT ONE-HALF THEIR ACTUAL VALUES.

Girls' Peter Thompson dresses made of fast colored striped madras cloth, trimmed in rows of white bias piping and plain material to match, with embroidered anchor on yoke, size for 6 to 14 years, the sale price..... **\$1.10**

Girls' dress of best zephyr gingham in neat small plaids and checks, trimmed in plain material to match, and small pearl buttons with patent leather belt, comes in all sizes for girls 6 to 14 years, a very elegant, nobby \$3 dress, for the second week of this great sale..... **\$1.60**

Girls' dresses in a variety of excellent styles, the materials are fast colored chambray or fine small checked, zephyr, gingham, all beautifully trimmed in embroidery and tucks, dresses that should sell at \$2.50, comes in all sizes 6 to 14, the sale price..... **\$1.25**

Child's dresses of fast colored fine quality plain chambray, comes in dark pink or blue, to button on the side, sizes 2 to 4 years, a very neat little dress trimmed in wash braid on sale..... **50¢**

Muslin Underwear

FOR LADIES' AND CHILDREN.

The greatest values we have ever offered from mammoth attractions for the second week of the mammoth clearing sale.

LADIES' SKIRTS, several nobby styles to choose from, are lace or embroidery trimmed, values that should sell for \$1.50 each, on sale at..... **75¢**

LADIES' SKIRTS of finest cambric or nainsook, magnificently trimmed, values that should sell at \$4 each, go this week at..... **\$1.95**

CORSET COVERS, a great variety of beautiful styles, materials and trimmings of best quality, all sizes, values that should sell for 90¢ each, the sale price..... **50¢**

NIGHT GOWNS, a number of splendid \$2 grades, gowns of best material, trimmed with a number of different styles, all finished as you would have them, the best, go in this sale..... **\$1.15**

CHILDREN'S DRAWERS of best muslin with deep hemstitched cambric, ruffle or trimmed in each size 0 to 3 to fit girls up to 6 years, best 25¢ grade, the sale price..... **15¢**

Hosiery

FOR LADIES' AND CHILDREN.

The most sensational sale values ever announced and same reductions throughout the entire stock.

Ladies' \$2 grade pure silk hose with lisle thread sole or all silk, a very superior quality that's sure to give the very best satisfaction in wear, come in all sizes, the price for the second week of this clearing sale..... **\$1.35**

Ladies' best 75¢ grades in lace or plain lisle or Maco cotton hose in fast black or tan, plain or embroidered in colors, Here's an unusually great variety of elegant styles, the best 75¢ grade on sale at..... **50¢**

Ladies' fast black seamless cotton hose with reliable heels and toes, best 12½¢ grade..... **8¢**

Children's finest quality pure silk-ateen hose in fast black, tan, champagne and white, a hose you cannot duplicate for less than 40¢ anywhere, all sizes, sell this week at..... **25¢**

Children's fine ribbed extra good quality white Maco cotton hose, the best 25¢ grade, all sizes, in this sale at..... **16½¢**

Children's best 17½¢ grade fine ribbed fast black cotton hose, with double heels, toes, soles and knees, all sizes, in this sale at..... **10¢**

Sweeping Reductions Throughout the Entire Stock

Silks.

Make the second week of the mammoth clearance sale a matter of vital interest to every silk buyer. Only a few of the bargains can be mentioned in this limited space. These are typical.

50¢ quality wash silks in pretty checks and stripes to clean up in the continued mammoth sale..... **25¢**

65¢ and 75¢ quality changeable and fancy taffetas in stripes and checks to clean up in autumn mammoth sale..... **39¢**

85¢ to \$1.25 quality of fancy Louisines and taffeta from a waist pattern to a dress length, odds and ends to clean up in this continued mammoth sale..... **59¢**

85¢ quality black peau de soie 19-inches wide, soft and lustrous, big value, to clean up in continuance mammoth sale..... **55¢**

\$1 quality black taffeta silk, 27-in. wide, extra fine quality to clean up in continued mammoth sale..... **69¢**

\$1 quality colored taffeta silk, the good kind if you need a dress pattern, waist or lining, get it now and early before your needed color is gone. Positively this week only during the continued mammoth sale, per yard..... **5¢**

\$1.35 quality black taffeta chiffon finish high luster, to clean up continued mammoth sale..... **88¢**

All other silks marked at proportionally reduced prices. No matter what kind of silk you want, you can buy now cheaper than elsewhere.

A WAVE OF REDUCTION HAS SWEEPED OVER THE

Domestic Dept.

In sheer desperation to unload

the immense flock of Bed Sheet-

ing, Ready-made Sheets and Pil-

low Cases, Bedspreads and Flan-

nels, we'll make still greater re-

ductions this week. In all our his-

tory of low pricing this is the

climax. Reductions without pre-

cedent or parallel. The space and

time are too limited to give prices.

It's a downright slaughter.

ESTABLISHED 1864

J. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

Second Week of the Clearing Sale of

Women's Ready-to-wear Garments.

Reductions more pronounced than ever. It means complete clearance of all remaining garments.

\$45.00 women's Walking Suits, reduced to \$22.00 last week; now..... **\$15.75**

\$3.00 Lawn Shirt Waist Suits, were in the \$1.75 assortment last week; now..... **98¢**

\$5.00 White Lawn Shirt Waist Suits; from the \$2.25 lot to the..... **\$2.45**

\$20.00 Silk Shirt Waist Suits, last week priced \$10.00; now..... **\$7.75**

\$50 Silk Eton Jacket Suits; last week marked \$27.50; now in a lot marked..... **\$19.75**

\$8.75 and \$10.00 Ladies' Jackets of all white Linen, 22 in. long; all in one lot now..... **\$4.45**

\$15.00 Taffeta Silk Coats, 30 in. long, in \$10.95 lot last week; now..... **\$9.00**

\$2.00 white Union Linen Skirts, marked \$1.25 last week; now in a lot marked..... **95¢**

\$10.00 Fancy Plaid Walking Skirts; last week reduced to \$5.95; now..... **\$4.95**

75¢ Short Kimonos of fancy dimity lawn; transferred from a 50¢ lot to a..... **35¢**

\$2.75 Long Kimonos of silk finished Crepe, Oriental designs; \$1.75 last week; now..... **\$1.50**

\$8.50 Taffeta Silk Petticoats, colors and black; with the \$5.95 assortment last week; now..... **\$4.95**

Hurry Call for Clearance

MARKS A NEW RECORD IN PRICE SLASHING OF

Wash Goods and White Goods.

Still greater reductions on all the finest Wash Textiles. Lots that did not move at the price they were marked last week WILL BE CUT AGAIN. It's a clean-up and a sweep-out of the entire stock. Every price is now booked to go. If one price won't sell it a lower price will. Wash Goods must go, no matter what they bring.

All 8 1-3¢ colored Wash Lawns in this slaughter, per yard..... **3¢**

All 10¢ Batiste Lawns marked down to, per yard..... **5¢**

All 12½¢ Printed Jaconet Lawns cut to this sale, per yard..... **5¢**

The 15¢ Organdies, all light shades and black, cut to, per yard..... **10¢**

All 15¢ Meringue Valles for Lake suits in this sale, per yard..... **10¢**

All 16 2-3¢ Crystal Lawns and 25¢ Wash Voiles, in this slaughter, per yard..... **10¢**

All 25¢ Silk Mulls and Paris Batiste Lawns and Printed Swisses, all Homespun Suitings for mountain wear, 60 in this sale, per yard..... **10¢**

All 30¢ Embroidered Dotted Silk Mulls, Wash Serges, Tissues and Black Satin Striped Lawns, in this slaughter..... **14¢**

The 25¢ Taffeta Checks, this week, per yard..... **17½¢**

50¢ Silk Organdies, in this slaughter..... **19¢**

All 65¢ Wash Goods Novelties slaughtered at, a yard..... **25¢**

All 75¢ French Novelties marked down to..... **35¢**

\$1.25 Embroidered English Novelties at less than half, per yard..... **65¢**

THE PRICES ON ALL FINE WHITE GOODS KNIPPED BEYOND BELIEF.

IN THIS SECOND WEEK OF OUR MAMMOTH CLEARING SALE

Dress Goods Go Out Under Hurry Orders.

We must have the room that's being usurped by several lots of Dress Goods, and to get it quickly we've placed clearance sale prices on them that are acting like magic in demobilizing stocks.

75¢ AND \$1.00 VALUES FOR ONLY 48¢ A YARD, consisting of plain and fancy 38 to 44 inch, all wool Dress Goods, including stylish checks, Panamas, Voiles, Mohairs, etc. Regularly sold up to \$1.00 a yard. CLEARANCE SALE PRICE..... **48¢**

49¢ A YARD FOR BEST FRENCH CHALIE—A choice assortment of dots, Persian and floral designs. Regular value 75¢ a yard. CLEARANCE SALE PRICE..... **40¢**

\$1.10 AND \$1.25 VALUES FOR ONLY 73¢ A YARD—40 to 44 inch, pure all wool Dress Goods in plain Panama, Granite, German, Prunella, etc. Regularly sold up to \$1.25 a yard. CLEARANCE SALE PRICE..... **73¢**

89¢ A YARD FOR BEST QUALITY CREPE DE PARIS—44 inch half silk Crepe de Paris in all colors. Regular value \$1.60 a yard. CLEARANCE SALE PRICE..... **89¢**

Prices on Shirt Waists AGAIN REDUCED.

\$1.50 white or black lawn Waists, reduced to 95¢ last week; now..... **75¢**

\$2.25 White Lingerie Waists, handsomely made, last week marked \$1.45; now..... **\$1.25**

\$3.00 Lawn Waists of finest quality sheer lawn, last week priced \$2.25; now..... **\$1.75**

\$4.00 Shirt Waists very beautifully made; with a \$2.75 assortment last week..... **\$2.25**

\$5.50 Jap Silk Waists, in white or black, new designs; reduced to \$3.75; now..... **\$3.25**

\$6.75 Jap Silk Waists in white or black; short or long sleeves; \$4.95 last week; now..... **\$4.35**

\$10.00 novelty Shirt Waists; very well and dressy; last week marked \$6.75; now..... **\$5.55**

Continuing the Mammoth Sale of

Table Linens, Napkins, Towels and Towelings.

NEVER HAD SUCH A SENSATION IN THE Linen Section as this Clearance Sale has created. FOR THE SECOND WEEK OF THE SALE Cut prices will be REDUCED AGAIN. Here are more of those money-saving bargains which have made the hearts of so many women glad. BUY NOW FOR THE FUTURE. IT MEANS MONEY SAVED.

All 6½¢ Towels at each..... **3¢**

All 12½¢ Towels at each..... **7½¢**

All 15¢ Towels at each..... **9¢**

All 20¢ Towels at each..... **12¢**

All 25¢ Towels at each..... **16¢**

All 30¢ Towels at each..... **21¢**

All 35¢ Table Linen at a yard..... **21¢**

All 50¢ Table Linen at a yard..... **32¢**

All 75¢ Table Linen at a yard..... **36¢**

All 80¢ Table Linen at a yard..... **47¢**

All \$1.10 Table Linen at a yard..... **76¢**

All finer Linens, Towels and Napkins suffer like the rest.

MUST CLEAR

Curtains, Portieres and Couch Covers

AT ANY COST.

ADDED BARGAINS WILL BRING GREATER CROWDS THIS WEEK. All draperies reduced to a mere semblance of former prices, and so fabulously low as to stagger credulity were you unfamiliar with our methods.

75¢ curtains, on sale..... **25¢**

85¢ curtains, on sale..... **40¢**

\$1.25 curtains, on sale..... **88¢**

\$1.50 curtains, on sale..... **98¢**

\$2.00 curtains, on sale..... **\$1.24**

\$2.50 curtains, on sale..... **\$1.36**

\$2.75 curtains, on sale..... **\$1.74**

\$3.25 curtains, on sale..... **\$2.20**

All finer curtains share alike in the low price excitement. You'll show good sense to help yourselves liberally to these phenomenal bargains.

The Second Week of The Shoe Clearance

brings to the fore-ground the greatest value of year. Prices that brought thousands of women to this department last week, cuts and cuts again. You should inspect this immense stock.

CHILDREN'S BROWN OR BLACK OXFORDS (sises 8½ to 11) worth \$1.50 at, pair..... **\$1.10**

LITTLE GENTS' EXTRA GOOD TAN CALF SHOES. The best shoe for hard wear (sises 8½ to 13½) worth \$2.00 at pair..... **\$1.35**

MEN'S OR BIG BOYS' TAN SHOES OR OXFORDS; our regular \$3.00 grade (sises 2½ to 7) go while they last at pair..... **\$1.95**

BOYS' BLACK VICI KID SHOES, (sises 2½ to 7) worth \$2.00, at pair..... **\$1.79**

YOUNG LADIES' LOW HEEL OXFORDS, in brown or black (sises 3 to 6), worth \$2.75; go this week at pair..... **\$1.65**

This Week we Have a Big \$1.00 Bargain Table.

Sample pairs and odds and ends for everybody. Value up to \$5.00, per pair..... **\$1.00**

Extraordinary Glove Bargains.

For the second week of this mammoth sale we are offering 100 dozen ladies' 2-clasp lisle thread gloves in black, white, gray, modes and brown, all sizes, exceptional 50¢ quality, the sale price a pair—

25¢

The entire glove stock goes at similar reductions.

Belts.

Sweeping mark down reductions throughout the entire line, some at half and many at less than half prices.

Ladies' fine fancy metal belts in gilt or silver with fancy buckles, all sizes, 75¢ value, this sale..... **35¢**

Ladies' 50¢ grade gilt embroidered wash belt, very elegant and stylish, 50¢ grade at..... **25¢**

Second Week of the Mammoth Clearing Sale of

Boys' Clothing and Gents' Furnishings.

Have you secured your share of these exceptional bargains? For another week we offer them with quantities unimpaird and prices reduced again and more magnetic. Come this week, they are sure to move rapidly.

MEN'S AND BOYS' COLLARS, ALL SIZES, VALUE 15¢, SALE—

10¢

MEN'S FINE NEGLIGEE SHIRTS, SIZES 14 TO 17, VALUE \$1.25, SALE—

78¢

BOYS' FINE NEGLIGEE SHIRTS, SIZES 12½ TO 14, VALUE 75¢, SALE—

53¢

BOYS' STRAW HATS, VALUE 25¢, SALE—

19¢

MEN'S VERY FINE SILK HANDKERCHIEFS, INITIAL AND PLAIN, VALUE 65¢, SALE—

43¢